



## PRIVATE TERMS TO AGENTS.

The delivery of the paper commences with the next number after payment, or at any subsequent date desired. The subscription price is \$3 per annum, and 30 cents to pre-pay the American postage on the paper and chromos (which requires to be paid in advance), and the Canadian duties on the pictures; making the total charge only \$3.30 for the paper and the two chromos mounted, sized and varnished ready for framing. In the States, an additional sum is charged for mounting the pictures, but in consequence of the difference in currency, we prepare them completely ready for framing without extra charge. To you the price is \$2.60, and this is the net amount you will send us for each certificate ordered. Thus you make 70 cents on each order. Five orders per day will net you \$3.50, and some of our agents take from ten to forty dollars each day. The frames will be furnished to subscribers at the following prices per pair, viz.: No. 1, Rosewood and gilt, \$2 (to agents, \$1.35); No. 2, Black Walnut and gilt, \$2.50 (to agents, \$1.75); and No. 3, Full Stencil Gilt, \$2.50 (to agents, \$1.75). This gives you another profit of 75 cents on four-fifths of your subscribers. We refund the cost of outfit with the first hundred certificates sent for. The canvass has decided advantages over book agencies. You have two points of attack, the paper and pictures. Every family must have a good weekly paper in this reading age to keep them informed; the pictures are a wonderful assistance in getting orders; there are no freights to pay as on books; no carrying heavy bundles about in delivering, for the paper goes to them by mail; and there is the double profit on paper and frames. An old and successful canvasser writes us: "the paper meets the approval of almost the entire reading community, and the pictures are irresistible. I think it is the best business ever offered to canvassers by any firm to my knowledge."

## ADVICE TO AGENTS.

It would be impossible in our present space to give full instructions for canvassing. A pamphlet on that subject will be forwarded with outfit. But a few hints on this particular canvass may be useful. Take only this combination with you, and concentrate all your energies upon it. If you can get a good recommendation of yourself from some well known respected person, do so and paste it in your prospectus. Lay out your district methodically. Call upon clergymen, editors, &c., to begin with, and get all the leading names first. Throw off your commissions, if necessary, for this is the turning point of success. Their influence will help you wonderfully and after labor will be easy. If you cannot get their signatures outright, ask them to sign conditionally for the sake of their influence, and decide when you call to collect. Get a good notice in the local papers, and we will, on receipt of the paper from you, forward the editor a pair of the chromos free. Remind the clergymen that the paper will furnish them with a vast number of hints in preaching; and the editors with a storehouse of clippings. Then make a thorough house-to-house canvass. Sales are often made in the most unlikely places. Plant them thickly in one neighborhood; you can thus work more economically, and the influence of neighbors' names is likely places. Men subscribe because others do; and thus your subscription book becomes constantly more valuable. Keep it, and sew in more leaves when full. Do not erase names, but mark "delivered." Keep a memorandum of all you fail to see, and call again. Avoid crowds; select a time when your customer is at home and not busy, if possible. Having learned his name at the next house so as to address him familiarly, get into the sitting room, if possible, and open a conversation upon some current topic, the crops, the weather, etc., until a sort of confidence is established. Never ask him to subscribe, but open your real business somewhat as follows: "Mr. — I have taken the liberty of calling to show you a pair of the prettiest and most artistic Chromos ever produced. The original pictures were by an English artist, Mrs. S. Anderson, quite celebrated for rare success in the painting of children, and they were so much admired that Jehenne, the great lithographer of Paris, copied them for reproduction in Chromo-lithography. Of course you know that the difficulty in making good Chromos in oils, such as these, is that each color and shade of color, has to be printed from a different stone, and that makes a very long and tedious process. These, for instance, have to undergo fifteen separate printings. They have been published only about a year, and the original importer could never keep enough of them in the market, although the price was (and is yet) \$10 for the pair." This mention of the price may draw out an expression of their being "too dear," or occasion the party to say that he don't want them. Whether he does or not, you should go on to say: "But I do not sell them at any price, I give them away, literally. They are not for sale, but are given as premiums (the pair of them) to every subscriber I get for Henry Ward Beecher's great weekly, literary, religious, and newspaper, THE CHRISTIAN UNION." Then proceed to show the real excellence of the Chromos, calling attention to their fine points, placing them for this purpose on a mantle a little distance off; as Chromos, like the oil paintings, are improved by so viewing them. If you can get the lady of the house and children present, do so. Call attention to the rich coloring and fine shading and the difficulty of accomplishing it; as also to the innocent and life-like expression. Show what beautiful parlor ornaments they are; how well calculated to please old and young; how much they are esteemed by those who have them; and how highly commended by the press. Then go on to narrate the good points of the paper; its enormous circulation; its able editor and staff; its Canadian contributors; how often it is quoted in the *Globe* and other journals; its fine appearance and form so convenient for binding, &c. Have in memory, and dwell upon all the leading points set forth in this circular and in your prospectus. Show that, the amount of profitable and entertaining reading, the ability of its writers, and other things considered, it is the cheapest weekly published without regard to the Chromos. Impress upon him that the gift of these is wholly unprecedented; that no other paper could afford to give them away; that it is only with a view of vastly increasing its circulation and usefulness that it has been attempted. Then read the artistic criticisms and answer all objections to the paper by referring to the commendations of the leading papers of every denomination. If he says, "I already take a religious paper." Reply, "Yes, but that is probably a denominational paper; very excellent for its purposes, but not so complete as to supply you and your good family with all the reading they want. Besides, this one gives what no other paper can give—the writings of Mr. BEECHER, and Mrs. STOWE's very best stories and tales, and a great number of admirable contributions from writers of all denominations; and not only that, but a great many valuable articles on all kinds of interesting topics, secular as well as religious. And those beautiful Chromos for nothing—an opportunity such as never occurred before and one that could hardly be looked for again." Perhaps he may say, "So many people will be getting these pictures that they will become common, and therefore not so desirable." To this reply, "This would be true of ordinary subjects; but, as the Chicago *Advance* says: 'Unlike nine pictures out of ten, that costs a great deal more, one can look at them day after day and not tire of them.' You never weary of seeing the happy forms of real children, neither will you ever tire of seeing these beautiful faces." Objections are rarely real, but urged to evade subscribing, and your study must be to anticipate and answer them. Do not argue, but describe and interest. Be thoroughly up on the subject, and do the talking yourself. Give them no time to say, "No," or state objections. If you find now that you have created an impression, produce your order book and show some of the leading names, and the notice from local paper. Have pen and pocket inkstand in readiness and at the proper moment, hand him the former, with the remark, "please sign here." But do not urge him to sign; create an interest and a desire for the articles first, and the signature will follow. If necessary, again refer to the pictures. Be polite; be neither obsequious nor over-bold. Be candid and off-hand in manner. Never get ruffled or disrespectful. Answer all objections pleasantly. Preserve your self-respect and confidence in your business; you have only articles intrinsically good and attractive to offer. Lose no time in waiting, rain or shine; canvass incessantly. Time is money to you, and lost time is the bane of the business. Be patient; do not expect too much at first; do not get discouraged; remember the first fifty orders are harder to take than the following two hundred. Experience will soon give you knowledge and tact in dealing with humanity. Have perseverance, and throw your whole energy into the business. There are canvassers worth thousands now who had as uphill work at the start as you. Old Agents do better, because they canvass more thoroughly and slowly. Be economical, be diligent and hopeful, and success will crown your efforts.

*We should be most happy to secure your services in this  
Canvass, I think it would be very profitable to you. Our agents  
are doing finely. Should you be unable please hand this to  
a friend. Yours truly Nathl Pub Co H.*